

## USDA Philippines Newsletter

March 2016 to May 2016

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Chef Miko Aspiras explaining to members of the press how U.S. raisins can be used in baking.

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### **EVENTS CALENDAR**

**Food and Beverage Menu Promotion:** FAS/Manila will partner with four leading importers to showcase U.S. fine food and beverages in a series of menu promotions at premier hotels and restaurants throughout Metro Manila on June 16, June 29, and July 21. This effort should generate strong media coverage and will take advantage of the growing demand for gourmet U.S. food and beverage products.

**Fellowship with Food Franchises:** On June 28, 2016, FAS/Manila and Foreign Commercial Service/Manila will partner to host a trade reception for food franchises. Philippine importers will showcase the availability, variety, quality, and application of high-value U.S. food and beverage products. Exports of U.S. food and beverage products were valued at almost \$1 billion in 2015, nearly doubling over the past five years.

**WOFEX Manila:** On August 3-6, 2016, FAS/Manila will organize a USA Pavilion at WOFEX Manila, an annual exhibition featuring consumer oriented products and processing equipment from around the world. The event will be well attended by U.S. exporters and trade associations (e.g., Raisin Administrative Committee, USA Poultry and Egg Export Council, U.S. Meat Export Federation, and U.S. Potato Board). FAS will arrange one-on-one meetings and host a networking reception on August 3.

**USA Poultry and Egg Export Council (USAPEEC) Trade Mission:** USAPEEC and USDA are organizing a trade mission to the United States for Philippine meat processors that use mechanically separated meat (MDM) sometime late summer 2016. This effort will help boost U.S. MDM exports to the Philippines. In 2015, mechanically separated poultry exports (worldwide) to the Philippines accounted for almost 80 percent of all poultry exports to the Philippines.

**U.S. Agricultural Cooperators Conference:** On July 31 to August 3, 2016, Agriculture (Ag) Counselor Ralph Bean will speak at the 13<sup>th</sup> South East Asia U.S. Agricultural Cooperators Conference in Cebu. Mr. Bean will give a market brief and highlight key policy issues that FAS/Manila is working on with the Government of the Philippines. The agricultural cooperators (i.e., industry association groups) are an integral partner to expand U.S. exports.

## **RECENT EVENTS**

**Cold Chain:** On June 8, 2016, Ag Counselor Ralph Bean and Ag Specialist Perfecto Corpuz participated in the annual Cold-Chain Association of the Philippines conference. Mr. Bean provided an update on USDA development assistance for cold-chain projects in the Philippines and the necessity of proper systems to ensure food safety and participation in global trade.

**Top that California Raisin Cookie:** On June 6, 2016, the Raisin Administrative Committee hosted a California Raisins baking seminar. Ag Attaché Jeff Albanese opened the event and highlighted the applications for U.S. raisins in Philippine cooking and as part of a healthy diet. U.S. exports of raisins have doubled over the past five years to a record \$8 million in 2015.

**World Food Expo (WOFEX) Davao:** On June 16-18, 2016, Ag Specialists Ramona Singian and Joy Claridades featured a USA Pavilion at WOFEX Davao housing 7 exhibitors of high-value U.S. food, beverage, and ingredient products. Pavilion activities included all-day samplings and live cooking demonstrations. FAS/Manila hosted a networking reception on June 16 with senior managers of hotels, restaurants, supermarkets, food manufacturers, and culinary institutions from throughout the region. Market access for U.S. food and beverage products continues to grow with exports almost doubling over the past five years to nearly \$1 billion in 2015.

**Vinexpo:** On May 24-26, 2016, Ag Attaché Jeff Albanese and Ag Specialist Ramona Singian traveled to Hong Kong to participate in Vinexpo, Asia's top wine and spirits trade show. Mr. Albanese gave a market brief on the Philippines to highlight export opportunities for U.S. products. Market access for U.S. wine and beer and distilled spirits continues to grow. Wine and beer exports (\$12 million) and distilled spirits (\$3 million) are records for 2015.

**International Year of Pulses:** On April 19, 2016, Ag Marketing Specialists Ramona Singian and Joy Claridades partnered with the U.S. Dry Pea and Lentil Council and local importers and food processors to sponsor a trade reception promoting pulses (e.g., dried peas, beans, lentils, and chickpeas) and pulse-based foods. U.S. Ambassador to the Philippines Philip S. Goldberg hosted the reception at his residence for members of the press and key food industry representatives to highlight pulses as an environmentally-friendly, nutritionally-rich protein source for meeting future food needs. This effort also supported the United Nations' declaration of 2016 as the "International Year of the Pulse," the goal of which is to raise public awareness on the nutritional benefits of pulses. There was strong media coverage showcasing all the products. FAS/Manila sees growing consumer demand around healthy snack foods.

**Hog Production Seminar:** On April 15, 2016, USDA hosted a hog production seminar in Bacolod for members of ProPork and the Federation of Hog Farmers in conjunction with the 2016 Hog Congress. The seminar featured U.S. speakers on hog genetics, feed products, and slaughter house and cold-chain management. This activity built on the successes of USDA's four-year, \$15 million Food for Progress grant awarded to Winrock International to improve post-harvest infrastructure and cold chain systems in the Caraga Region of Eastern Mindanao.

**Dairy Congress:** On April 12, 2016, Ag Attaché Jeff Albanese traveled to Dumaguete to participate in the 2016 Dairy Congress. Mr. Albanese highlighted USDA engagement with the Philippines during the opening ceremony. The two-day event featured dairy cooperatives from around the country and speakers on topics from animal nutrition to bovine genetics. U.S. dairy exports were valued at \$250 million in 2015.

**Food and Hotel Asia Singapore:** On April 11-13, 2016, Ag Counselor Ralph Bean and Ag Marketing Specialist Ramona Singian traveled to Singapore to participate in HotelAsia2016, Asia's most comprehensive hotel, restaurant, and food service trade show. Both Ralph and Ramona gave market briefings on the Philippines that highlighted potential export opportunities for U.S. businesses. Market access for U.S. food and beverage products continues to grow with exports almost doubling over the past five years to nearly \$1 billion in 2015.

**U.S. Seafood Training:** On March 5-20, 2016, Ag Marketing Specialist Joy Claridades led a group of four Philippine importers to the United States as part of USDA's Cochran Fellowship Program. The training focused on the availability, quality, and variety of U.S. seafood. The group visited processing facilities, markets, retail stores, and restaurants. Additionally, the group participated in a major seafood trade show and had meetings with several State Departments of Agriculture and U.S. trade associations.

**Fellowship with FAS:** On March 2, 2016, FAS/Manila hosted a "Fellowship with FAS" trade reception with U.S. trade associations and Philippine importers that showcased the availability, variety, quality, and application of high-value U.S. food and beverage products to retail, foodservice, and food processing customers. The event was hosted at the Deputy Chief of Mission Michael Klecheski's residence. Exports of U.S. food and beverage products were valued at almost \$1 billion in 2015, nearly doubling over the past five years.

## **RECENT GLOBAL AGRICULTURAL INFORMATION NETWORK (GAIN) REPORTS**

<http://gain.fas.usda.gov/Pages/Default.aspx>

### **Philippine Agriculture Declines in the First Quarter of 2016**

[http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Philippine%20Agriculture%20Declines%20in%20the%20First%20Quarter%20of%202016\\_Manila\\_Philippines\\_5-19-2016.pdf](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Philippine%20Agriculture%20Declines%20in%20the%20First%20Quarter%20of%202016_Manila_Philippines_5-19-2016.pdf)

### **EFTA-Philippines Free Trade Agreement Signed**

[http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Philippine-EFTA%20Free%20Trade%20Agreement%20Signed\\_Manila\\_Philippines\\_5-19-2016.pdf](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Philippine-EFTA%20Free%20Trade%20Agreement%20Signed_Manila_Philippines_5-19-2016.pdf)

### **U.S. Wine Remain Strong in Booming Philippine Market**

[http://gain.fas.usda.gov/Recent%20GAIN%20Publications/US%20Wines%20Remain%20Strong%20in%20Booming%20Philippine%20Market\\_Manila\\_Philippines\\_5-13-2016.pdf](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/US%20Wines%20Remain%20Strong%20in%20Booming%20Philippine%20Market_Manila_Philippines_5-13-2016.pdf)

### **Sugar Situation and Outlook (Annual Report)**

[http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Sugar%20Annual\\_Manila\\_Philippines\\_4-21-2016.pdf](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Sugar%20Annual_Manila_Philippines_4-21-2016.pdf)

### **Philippine Oilseeds and Products Situations and Outlook (Annual Report)**

[http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Oilseeds%20and%20Products%20Annual\\_Manila\\_Philippines\\_3-31-2016.pdf](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Oilseeds%20and%20Products%20Annual_Manila_Philippines_3-31-2016.pdf)

### **Philippine Biotechnology Regulations to Be Replaced**

[http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Philippine%20Biotechnology%20Regulations%20to%20be%20Replaced\\_Manila\\_Philippines\\_3-31-2016.pdf](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Philippine%20Biotechnology%20Regulations%20to%20be%20Replaced_Manila_Philippines_3-31-2016.pdf)

### **Philippine Grain and Feed Situation and Outlook (Annual Report)**

[http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Grain%20and%20Feed%20Annual\\_Manila\\_Philippines\\_3-15-2016.pdf](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Grain%20and%20Feed%20Annual_Manila_Philippines_3-15-2016.pdf)

## **FACTS AND FIGURES**

<b>U.S. Dairy Exports</b>				
<b>Value in Thousands of U.S. Dollars</b>				
<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
280,470	317,412	363,957	422,267	253,476
<i>U.S. Census Bureau Trade Data, Calendar Year</i>				

<b>U.S. Pork Exports</b>				
<b>Value in Thousands of U.S. Dollars</b>				
<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
92,940	88,172	112,254	103,512	79,460
<i>U.S. Census Bureau Trade Data, Calendar Year</i>				

U.S. Poultry Exports Value in Thousands of U.S. Dollars				
2011	2012	2013	2014	2015
73,227	89,231	83,166	92,847	67,622
<i>U.S. Census Bureau Trade Data, Calendar Year</i>				

U.S. Wheat Exports Value in Thousands of U.S. Dollars				
2011	2012	2013	2014	2015
706,155	608,163	627,438	697,942	521,833
<i>U.S. Census Bureau Trade Data, Calendar Year</i>				

U.S. Soybean Meal Exports Value in Thousands of U.S. Dollars				
2011	2012	2013	2014	2015
315,237	625,060	604,826	585,330	634,993
<i>U.S. Census Bureau Trade Data, Calendar Year</i>				

## **Export Highlight**

U.S. food and beverage products continue to be a growth sector in the Philippines. Strong brand recognition and a desire for U.S. products at the grocery store are driving this trend. Exports of prepared foods, snack foods, condiments, wine and beer, and breakfast cereals are all up 15 to 50 percent for January 2016 to April 2016 when compared to the same time period last year. Interestingly, peanut butter set an all-time record in only the first four months of 2016 with 1,200 tons shipped at a value of \$4.5 million.

## **CONTACT INFORMATION**

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